

You are in My Community AGAIN...

**What are you looking
for NOW!!!**

Challenges and Triumphs in a Collaborative Community Outreach Effort

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Presented By



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**Mothers and Daughters Protecting
Children's Health**

Shirley Baker, RN

Topics

- EPA and ADEM History in the Anniston Community
- Communication/Outreach (90-days)
 - Multiple Groups Involved
 - ✓ EPA Region IV
 - ✓ Foothills Community Partnership (PRP)
 - ✓ Alabama Department of Environmental Management (ADEM)
 - ✓ Local Community Groups – Mothers and Daughters Protecting Children's Health
 - Resident Education
 - Community Involvement

Background

- AOC signed Jan. 17, 2006 – AOC also gave ADEM a significant role in cleanup and outreach activities;
- Residential Yard Cleanup for Lead;
- Historical Foundry Sand Use;
- Needed to inform 10,000 + residences of the availability of a sampling program;
- Aggressive Outreach Campaign;
- Concurrent PCB cleanup

Community Outreach Activities

- Conduct Community Outreach efforts for Zone B for 90 days
- First 60 days of Community Outreach
 - ✓ Distribute Zone B Door Hangers approx 7700 properties
 - ✓ Flyer Distribution (churches, libraries & meeting halls)
 - ✓ Hold Public Availability Meetings
 - ✓ Newspaper Advertisements
 - ✓ Establish Toll Free Telephone Hotline
 - ✓ Radio Announcements
- For Last 30 days
 - ✓ Receive Response
 - ✓ Community volunteers door to door activities



Challenges

- **Distrust from Community**
- **New/Unknown PRP**
- **Agreement which did not allow for direct contact with residents**
- **90 days to reach approximately 10,000+ residents**

Working with Others...

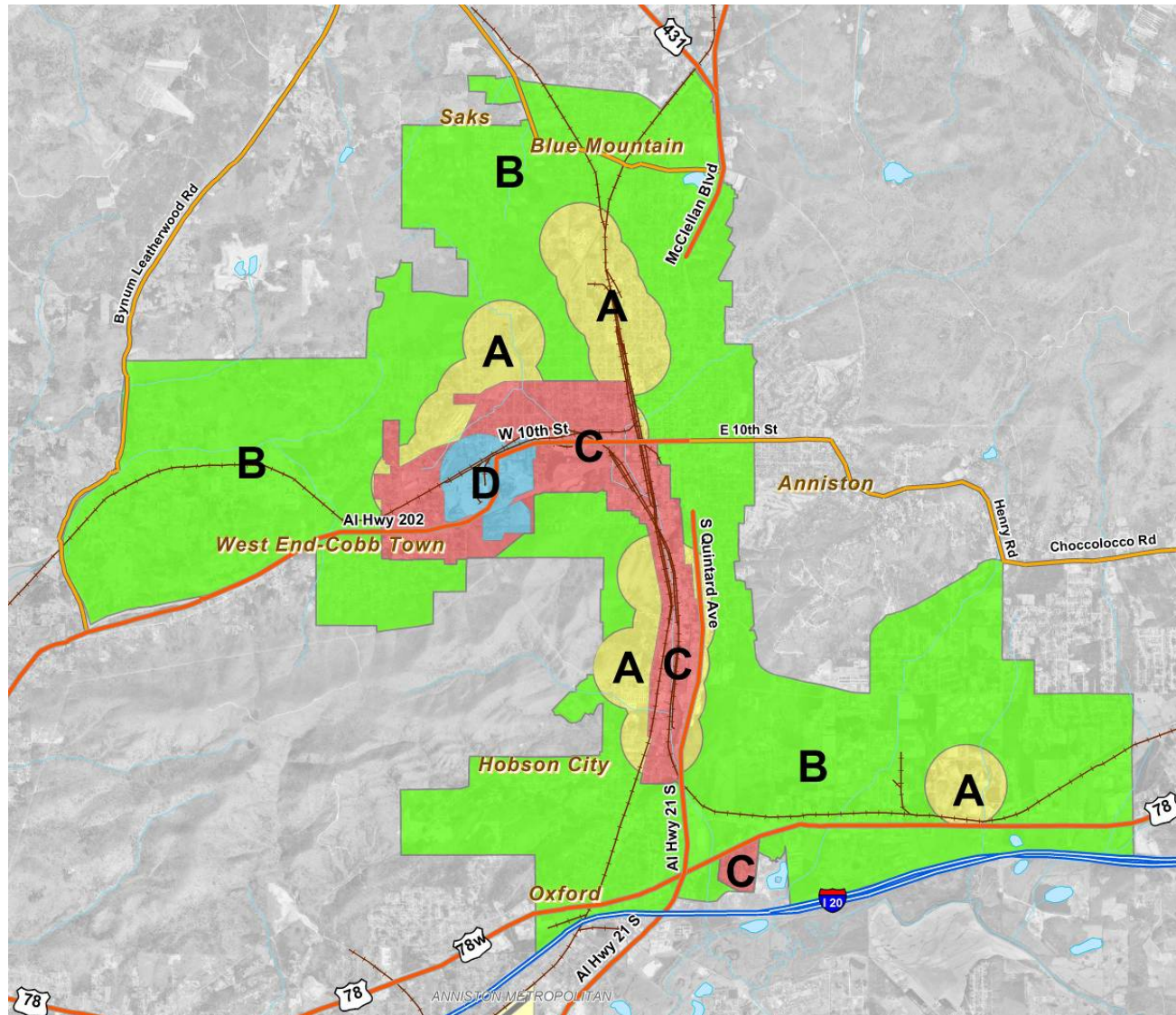


- EPA, State, PRP and Community Collaboration

- ✓ Not your typical oversight role
- ✓ Community Group Assistance



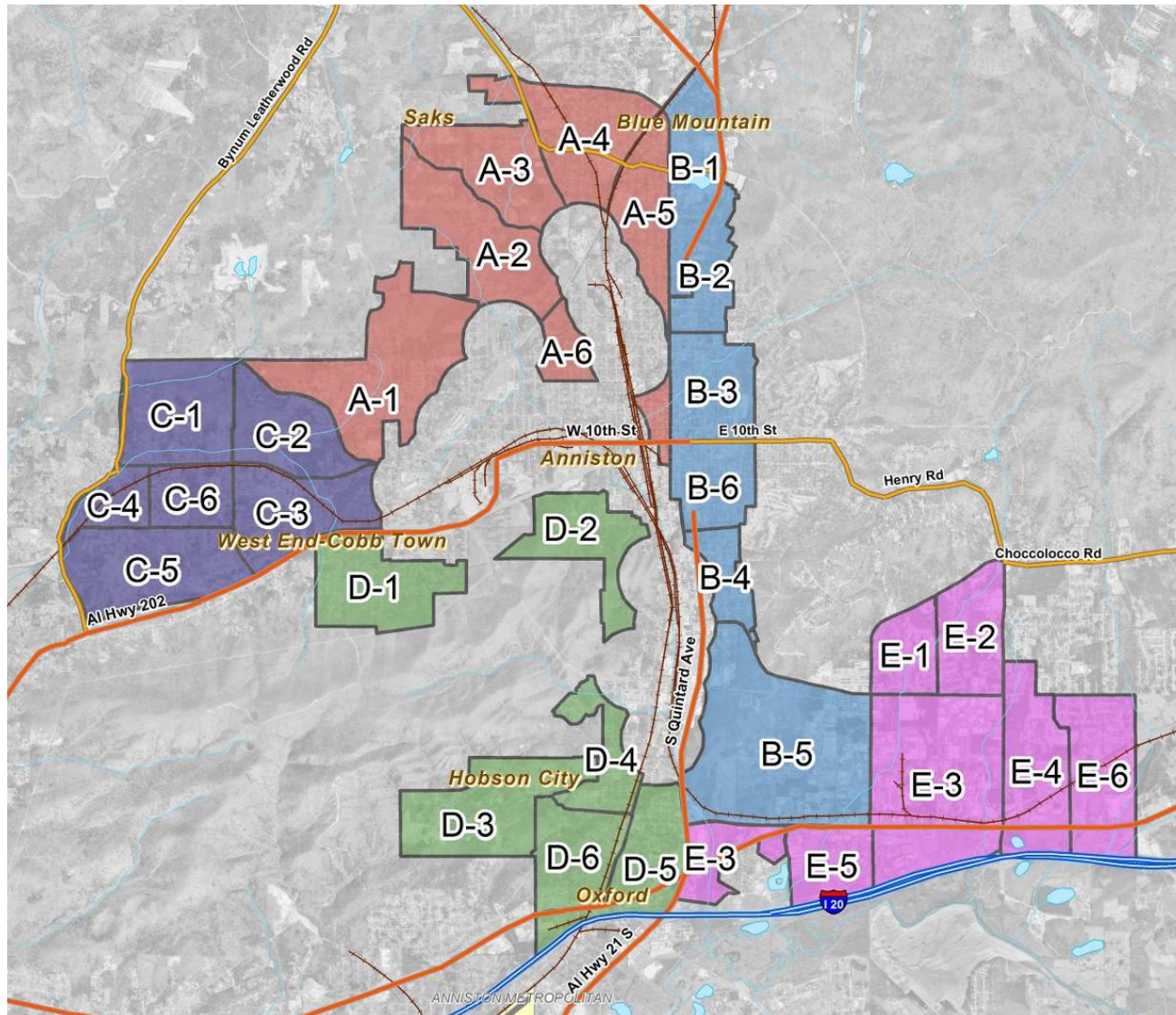
AOC Zone Map



Legend

- Zone A
- Zone B
- Zone C
- Zone D

Outreach/Door Knocking Campaign Block Planning Map



Legend

Zone B Outreach/Door Knock Blocks

Block

- A
- B
- C
- D
- E

Door Hanger Campaign

Week 1 Teams

TEAM	TEAM MEMBER	OFFICE	ZONE "B" AREA COVERED	# of PARCELS
1	Alex Barnes	Foothills	A	797
	Tamaria McAlpin	ADEM	C	230
	Linda Starks	EPA	E	285
2	William Lawson	Foothills	A	513
	Davis Ajaegbu	ADEM	C	143
	Jody Sumner	Tetra Tech	E	216
3	Donald Erves	Foothills	A	375
	Brenda Lane	EPA	C	242
	Kedesch Altido	EPA-EJ Intern	E	110
4	Jose Perez	Foothills	A	643
	Eddie Wright	EPA - Wed-1/2 Thur	C	213
	Pat Carey	EPA Hdqtrs-Thur-Fri	E	151
	LeeEllen Carter	EPA - EJ Intern		
5	Modrecko Thompson	Foothills Wed-Thur	A	680
	Gabriel Martinez	EPA - EJ Intern	C	150
			E	176
6	Joey Waits	Foothills Wed-Thur	A	349
	Shelby Hayhoe	Tetra Tech	C	150
	Donna Henry	Foothills - Fri	E	258
	Sonja Favors	ADEM - Thur		

Door Hanger Campaign

Week 2 Teams

TEAM	TEAM MEMBER	OFFICE	ZONE "B" AREA COVERED	# of PARCELS
1	Alex Barnes	Foothills	B	374
	Tamaria McAlpin	ADEM	D	588
	Cynthia Hansen	Tetra Tech		
2	William Lawson	Foothills	B	353
	Jody Sumner	Tetra Tech	D	205
3	Donald Erves	Foothills	B	242
	Corey Diehl-Miller	EPA	D	305
4	Jose Perez	Foothills	B	373
	Pat Carey	EPA Hdqtrs	D	351
5	Mondrecko Thompson	Foothills	B	342
	Chalon Davis	EPA	D	302
	William Wilkerson	EPA		
6	Joey Waits	Foothills	B	352
	Davis Ajaegbu	ADEM	D	286

Working Together...



What made us Successful

- ❖ Going Above & Beyond the AOC
- ❖ Establishing Credibility in the community
- ❖ Working as team members
- ❖ Meeting with Key Stakeholders
- ❖ Listened to resident concerns
- ❖ Didn't make False Promises
- ❖ Made ourselves available
- ❖ Open to changing strategy “mid stream”
- ❖ Focused outreach to churches and other organizations

So...How Did We Do?

- As of June 1, 2007
 - Of the 8,000+ properties contacted, 2,831 signed access agreements received;



What did we learn?

- Community trust can be restored;
- Regulators (Federal and State) and PRPs can work together respectfully, each accomplishing their specific goals;
- Community groups are vital to reaching non-responsive residents;

**WHAT WOULD YOU
HAVE DONE?**

Q & A



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